The Effect of Electronic Word of Mouth in Social Media and Experiential Value on Destination Image Dan Revisit Intention after Earthquake in Lombok

By Atikah Zaenab, Sulhaini & Handry Sudiartha Athar

University of Mataram

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Keywords: ewom, destination image, experiental value, revisit intention.

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THEEFFECTOFELECTRONICWORDOFMOUTHINSOCIALMEDIAANDEXPERIENTIALVALUEONDESTINATIONIMAGEDANREVISITINTENTIONAFTEREARTHQUAKEINLOMBOK

Strictly as per the compliance and regulations of:

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(2) eWOM has a positive but not significant effect on the image of the Tourism Destination Post Earthquake in Lombok. (3) Value Experiential positive effect on the image of the Tourism Destination Post Earthquake in Lombok. (4) Value Experiential positive effect on Revisit Intention Travelers Post Earthquake in Lombok. (5) Destination image positively affects intention to Revisit Travelers Post Earthquake in Lombok.

Keywords: ewom, destination image, experiental value, revisit intention.

I. Background

Today, tourism development is very significant. Tourism is an activity that was once just walking around and spend leisure time is changing even become very important and needs to be met. Not only important for society as individuals, but tourism is also one thing that is important for a country. The development of the tourism sector in a country will attract other sectors to thrive as well as products needed to support the tourism industry, such as agriculture, livestock, agriculture, handicrafts, increased employment, and so forth (Pendit, 1990).

Tourism development one of which is marked by the increasing number of tourists every year. As happened in the island of Lombok. Based on data sourced from the website of the Central Statistics Agency (BPS) shows that from 2012 to 2016 there is an increase in the number of tourists visiting the province of NTB. the number of domestic and foreign tourists visit increased from 2012 - 2016. It is proved that efforts to build the tourism department of tourism have a great prospect for local revenue. Therefore, the tourism department continued to make efforts in the development of the tourism sector, especially on the island of Lombok. Starting from natural attractions such as waterfalls, beaches, hills, culinary, cultural and historical attractions that can be enjoyed by all ages.

The crisis may come away without being able to predict when and where only a crisis can occur. The crisis is a major unexpected event that potentially has a negative impact on the company and the public. These events may be quite mean and impact on the organization, employees, products, services produced by the organization, financial condition, and reputation of the company (Barton, 1993). As happened in tourism, especially on the island of Lombok. Starting on the day of Sunday, July 29, 2018, Lombok rocked by a massive earthquake measuring 6.4 magnitudes prolonged and followed by several powerful aftershocks magnitude. Recorded until the date of August 24, 2018, has recorded 1,089 aftershocks. Of the total recorded earthquake aftershocks were felt for 50 times. The earthquake devastated several areas on the island of Lombok. As a result, there are hundreds of deaths and severe damage to some infrastructure.

The earthquake's becoming the talk of the world, as a result, some embassies issued warnings against traveling to Lombok for a while. As a result, thousands of tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a

Author α: Student of Postgraduate, Faculty of Economic and Bussiness, University of Mataram.
Author σ ρ: Lecturer of Postgraduate, Faculty of Economic and Bussiness, University of Mataram. e-mail: haralazmi87@gmail.com

downward spiral and certainly very disruption to tourism activities on the island of Lombok, while the economy is heavily dependent on the tourism industry.

With the occurrence of the earthquake, efforts taken to restore the confidence in outsiders, especially tourists and attempt to restore the image of tourism destinations in Lombok Island as a tourism destination that is a safe and comfortable place to visit. Businesses that can be done to restore the image of Lombok Island destinations one of which is communication. Communications which acts as a recovery of tourism. Through communication, the attitude of one's feelings can be understood by others.

In the digital era, as now, the tool that was a quite effective communication is communication through social media. Development of information and communication in the developing world rapidly from year to year, especially after the development of smartphones. This smartphone technology, enables users to access the Internet anywhere and anytime, so it took effect on internet usage. Increased Internet users also automatically trigger an increased usage of Social Media that is currently very easy for people to communicate. In fact currently the Social Media is not only used as a communication tool but a medium for users of Social Media for pouring opinions about things that are currently becoming a trend.

Based on data released by the Association of Indonesian Internet service providers (APJII, 2016), the use of Social Media has a sizeable percentage like 54% use Facebook, Instagram 15%, and 5.5% use Twitter (APJII, 2017).

From these data, Social Media frequented by prospective tourists will facilitate the acquisition of information, so as to affect the interests of a visit that will have an impact on the decision to visit a tourist destination. As stated by Cheung.et.al (2009) that EWOM has become the dominant channel that influences the decision been to facilitate the exchange of information and produces a considerable influence on decisions visiting tourists.

Of course, prior to travel, the tourists will search for information in advance of travel destinations. Such information can be sourced from social media like Instagram, facebook, twitter or from people who are already doing site visits to sites you want to target. As stated by Bataineh (2015) in his study explains that potential visitors who act as the recipient of the information will be more easily trust the source of the information that has high credibility, good quality information and has an accurate quantity in accordance with the state of the pitch.

This is where the strength of Electronic Word of Mouth as the greatest attraction of a tourist. Heaning-Thurau (2004) stated eWOM is a form of marketing communication contains positive and negative statements made by potential customers via the Internet. The definition in line with the opinion of Eaton (2006) which states eWOM is to spread information or carry out promotional activities in the field of the internet quickly. Some Social Media frequented by potential customers is Facebook, Instagram, Twitter.

The decision making the process of tourists to visit a tourist destination is often considered the image of a tourist destination, so it is attracting the attention of researchers to conduct studies (Tseng et al., 2015; Chen et al., 2016). Citra rating minds will arise if there is at least a little knowledge about a destination (Yilmaz et al., 2009). (Horng et al., 2012) explains that the concept of the brand in travel can be used to identify the effect of the image of the destination and the perception of the value of experience against the interest of the trip.

In the context of a tour, when tourists act as assessors who will share their experiences and recommend a destination to others, then the manager of a destination should strive to be able to precisely and quickly provide products and good quality service so that tourists will evaluate these services positively and will be able to increase the satisfaction of tourists. If tourists are satisfied with the service in a tourist destination, the tourists will appreciate the quality of service in a destination and to respond positively and will bring greater interest to come back to these destinations or make recommendations chain messages (word of mouth) positive (Wang and Hsu, 2010).

Some research was themed after the earthquake, focusing only examine the qualitative research such as studies conducted by Winarsih, D (2007). which research on Tourism Development Strategy After the Earthquake, qualitative research was also conducted by Roberto (2010) on Public Relations Efforts The Hills Hotel Bukittinggi in Post-Earthquake Returns Positive Image 30 September 2009. Likewise with Sinangjoyo's research, RM (2012) on Tourism Market Analysis archipelago National Park eruption of Mount Merapi Post-occurrence.

From the description above, it is known that research related to tourism after the earthquake more researching on qualitative research, not just that of a few studies that examine separately on the influence of Electronic Word of Mouth, Social Media, Experiential value of the Destination image and Revisit intention, just reviewing in a normal natural state, thus becoming attractive for researchers to try to contribute new research by examining the relationship between variables in a state after a natural disaster. The purpose of this study include:

1) To determine the effect eWOM in Social Media on Revisit intention 1n Lombok.
2) To determine the effect of the eWOM in Social Media on Destination image in Lombok.

3) To determine the effect of Experiential value on Destination image in Lombok.
4) To determine the effect of Experiential value on Revisit intention in Lombok.
5) To determine the effect of Destination image on Revisit intention in Lombok.

II. Literature Review

a) Electronic Word of Mouth (E-WOM)

According to Lupiyoadi (2013: 178), to communicate the organization's products/services can be through advertising, personal selling, sales promotion, public relations direct mail (direct mail) and information by word of mouth (word of mouth/WOM). This is similar to Herman (2012), which states that one way to communicate your product/service, ie through word of mouth (Word of mouth/WOM). Silverman (2001: 25) says that word of mouth is communication about products and services between people who are considered independent of the company that provides products and services, in a medium that is considered independent of the company.

According to Ali (2010: 32), the word of mouth is an attempt to give a reason for people to talk about brands, products, and services and make ongoing conversation becomes easier. The statement is almost as disclosed by O'Leary and Sheehan (2008: 2) states that the word of mouth is the process of exchange of information, especially the recommendations on products and services, between two people in an informal way. According to Ulumi et al (2014), word of mouth is known as a powerful tool for marketing or promoting a product or a company without charge or at a very small cost. In addition, word of mouth is also the most powerful promotional strategy, cheap, effective that can be used in business.

According to Thurau et al (2004) revealed eWOM is a form of marketing communication contains statements that do positive or negative potential consumers, as well as a former consumer of a product, which is available to people over the Internet Social Media. eWOM is a marketing communication is done online via the Internet Social Media Schiffman and Kanuk in Haekal (2016: 27). From the above, it can be concluded that eWOM online-based marketing communication via Social Media Internet that has a message contains a positive or negative statement made by potential customers or former customers. With the eWOM communication between producers and consumers are becoming more easily and in accordance with the progress of the current era.

The indicators used in the study came from Bataineh (2015) are some of the determinants of the influence eWOM in Social Media which includes:

1) Credibility (eWOM)
2) Quality (eWOM)
3) Quantity (eWOM)

b) Experiential Value

In studies, Ward et al (2018) say that one of the most fundamental concepts of marketing experience that are a value that does not just stay in the object of consumption (products and services), as well as searching and processing information about the product. At this value also lies in the experience that has been consumed by the customer. Value according to Kotler and Keller (2008: 133), the value is a concept central role in marketing. Holbrook (2000) defines a consumer as a relative preference value which characterizes the consumer experience in interacting with certain objects such as products, services, places, events, or ideas. According to Holbrook, customer value has the following characteristics:

a. Comparative, based on an assessment or ranking between one object to other objects.
b. Personal, vary from individual to individual.
c. Situational, vary depending on the context of the situation.

The value can not be refined into utilitarian value (also known as functional value) but also covers hedonic value (also known as the value of experience (experiential value) (Addis and Holbrook 2001.50-66). Because everyone is different, so the experience they feel any different. the actual experience is instantaneous and the only felt at the time of consumption, while the value of the experience that consumers will stick in their memory. Rated experience defined by Mathwick (2001), as the degree to which the experience helps consumers increase the purpose of consumption. (Gentile et al. 2007), also states that the value of experience can be created through the consumption experience.

In general, the value of quality, emotional value, and the value of the price of the three types of perceived value are investigated by researchers of tourism (Chen and Tsai, 2007). Developments leading to study more traveler's sensory experiences resulting in values traveler experience in tourism activities ranging widely studied (Kim, 2014). Kim et al, (2012) defines impressive tourism as an experience that positively remembered and recalled after the incident happened. Mathwick et al, (2001) explains that the perception of the value of experience based on user engagement directly or evaluation of the product usage by consumers. Jin et al, (2013) adopted four dimensions developed by Mathwick et al, (2001) related to consumer perception of the value of the experience:

a. Aesthetics,
b. Enjoyment,
c. Service excellence, and
d. Returns consumer investment (CROI).

The aesthetic value refers to the suitability and integrity of the physical object on visual appeal and

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entertainment in terms of overall performance (Jin et al, 2013). Visual appeal represents a relevant visual aspect of the environment, while entertainment is the aspect of the service or the environment that evokes the consumer (Jin et al, 2013). Pleasure refers to aspects generated by the consumers themselves, while the service excellence represents the level of service that meets customer expectations. The fourth dimension, return on customer investment (CROI), refers to the relative amount of customer utility received from the transaction in relation to money, time, and effort (Jin et al, 2013).

c) Destination Image

Destinations by Seaton and Bennett (1996) is a tourist destination product unity but consists of different types of organization and operation of tourism in geographic regions, including hotels, transportation, attractions, and others. Tourism destinations include everything that exists in the area, good people, landscapes, other industries, and other things that can be part of the experience of the destination, local peculiarities that can be enjoyed by tourists although not part of the tourism economy in particular. Destinations within the framework of its development include several major components. The main component according to Sunaryo (2013) is divided into five, include objects and attractions, accessibility, amenities, ancillary services, and institutions.

Tourism has become the activity and the business is growing rapidly and becoming one of the good revenue sources for the state, businesses, and people. Tourism has become an industry and also a growing business that provides advantages in increasing foreign exchange for being able to provide jobs and income and promote the progress of related industries (Wang et al, 2017; Cucculelli and Goffi, 2015). Each country presents a unique culture and offers a variety of attractions, accommodations, services, and facilities.

In a quantitative descriptive study conducted by Rudi (2018) says that there are six indicators of tourist destinations, namely: infrastructure, price and value, attraction, outdoor activities, entertainment and events, relaxation, accessibility, and travel environment.

d) Revisit Intention

Berkunjng interest is basically the impetus from within the consumer in the form of a desire to visit a place or region of interest of the person in Swarduki, et al (2016). The theory of interest also analogous been the same as buying interest, such as research conducted by Albaraq (2014) which stated that interest in visiting tourists alike with interest in the purchase.

Alegre and Caldera (2009) found to promote repeat visits to a tourist destination, it is important to identify the determinants of intention to come back. In this way, the factors that influence this variable can be increased to increase the likelihood of repeat visits. In the literature on tourism where it has been analyzed, a decision to come back to a tourist destination looks to be a complex decision involving many inter-related factors (satisfaction after the visit, motivational travel, previous experience of the tourist destinations, etc.).

Fishbein and Ajzen (1975) in Huang et al (2015) argue that the intention to come back is a traveler's willingness to re-visit the same destinations. While Cole and Scott (2004) in Stylos et al (2016) defines the intention to come back as a desire to travel to the same destination for the second time within a specified period. Interest in the visit is a feeling of wanting to re-visit a tourist destination in the future. Travelers who have the interest to re-visit can be characterized by a willingness to revisit the same destination in future and recommend destinations to others (Allameh, et al, 2015 Hume, et al 2007; Ryu, et al, 2010; Som, et al., 2012).

Khansa and Farida (2015) argue that the intention to come back is to re-visit the same that tour goal for the second time within a form of availability and desire of the travelers themselves. To increase repeat visits to a tourist destination, it is important to identify the factors that determine the top the intention has been returned. These factors, among others, satisfaction after the visit, previous experience on destinations, as well as the motivation traveled.

Here are the indicators of Revisit intention by Baker and Crompton in Yuniawati and Finardi (2016):

a. Revisit intention is owned by the consumer desire to come back to a previously visited destination.
b. Intent to Recommend is a situation of a person who wishes to recommend a product or service that has been offered to others.

The indicators Revisit intention draws on research Prayogo and Kusumawardhani (2016), namely:

a. Desire revisited.
b. Possible return.
c. Confidence to return.
d. Revisited in the near future.

e) Conceptual Framework

From the description can be described the conceptual framework of the study as follows:
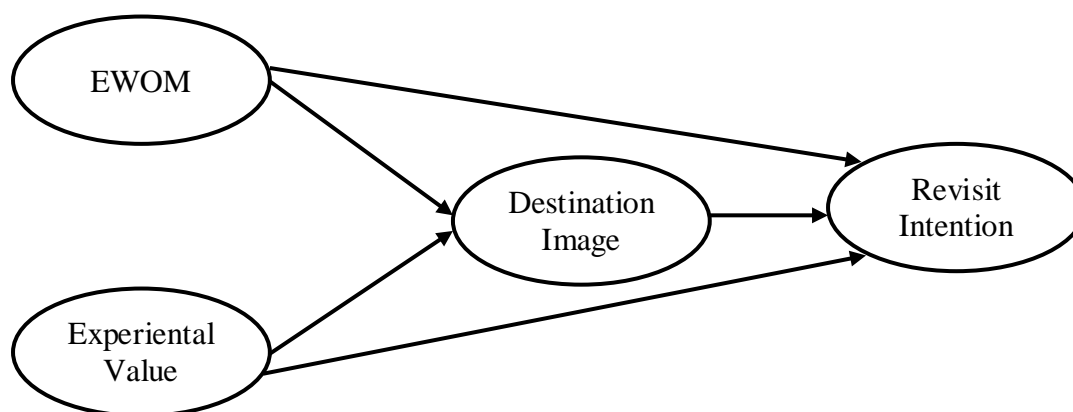

Figure 1: Conceptual Framework Research

III. RESEARCH METHODE

This research uses the study of causality. According to Ferdinand (2014), causality research is research to seek an explanation form causality (cause-effect) between some concepts or some of the variables. location investigated in this study is the island of Lombok, West Nusa Tenggara Province, Indonesia. The reason researchers took these locations because of almost all the tourism in the Lombok Island region affected by the earthquake.

The sample is partially or vice that the population studied, if researchers only wanted to examine the part of the population then the research is the study sample (Arikumo, 2006). The sample in this study as many as 120 people. The data in this study were collected by the method of distributing questionnaires to survey respondents who met the criteria. Questionnaires are a list of questions covering all the statements and questions which will be used to obtain the data, whether by phone, mail or face to face (Ferdinand, 2006). In this case. In addition to the questionnaire will be distributed directly by the researchers, the questionnaire will be distributed by the researchers with the help of google form is distributed via social media personally or through Social Media Group.

Data analysis technique that is used to test the hypothesis in this study using SEM with AMOS program 24. Amos stands for Analysis of Moment Structures used as a common approach to data analysis in the Structural Equation Model (Structural Equation Model). By using Amos calculation and analysis process becomes simpler and even ordinary people who are not statisticians will be able to use and understand easily.

IV. RESEARCH RESULT

a) Description of Research Variables

Variable Electronic Word of Mouth consists of six indicators, namely Platform Assistance (frequency of visits internet residents), Concern of Other (attention of others), Venting Negative Feelings (vent negative feelings, Positive Self-enhancement/expressing Positive Feelings (expression of positive feelings), helping the company (helping companies), advice-seeking (seeking advice). Electronic Word of Mouth overall had average - average 3.99, which means the effect of this variable is very high on the perceptions and feelings of the respondents. this is because the respondents are actively following the development information in social media, whether it is information that is positively or negatively related to the earthquake on the island of Lombok.

Experiential Value variable consists of four indicators, among which aesthetics, pleasure, service excellence, customer investment returns. Experiential Value as a whole has an average of 4.4, which means the effect of this variable was higher against the perceptions and feelings of the respondents. This is because the respondents had a favorable impression of the value of experience when traveling to the island of Lombok.

Variables Destination Image consists of eight indicators, namely Infrastructure, Price and Value (Haga and Values), Tourist Attraction (Attractions), Outdoor Activities (Activity Outdoor), Entertainment and Event (Entertainment and Events), Relaxation (relaxation), Accessibility (accessibility), Hospitality of Local People (hospitality of the local people). Destination Image as a whole has an average of 4.2, which means the assessment criteria in this indicator are very high on the perceptions and feelings of the respondents.

Variable Revisit Intention consists of four indicators, namely: Would like to visit again, the possibility to revisit, re-visit in the near future, and confidence to re-visit. Revisit Intention overall variables have an average of 4.03 which means that the effect of this variable is at a high category.

Revisit Intention of all indicators studied, the highest ratings are the indicators of the possibility to revisit where the scale of the average - average for this criterion is 4.2, which means that most internet residents have the possibility to re-visit Lombok island after the earthquake. At a confidence indicator for the visit, respondents rating is at an average value of 4.1 which means that the effect of this indicator is very high. On the indicator you want to revisit the island has an average value of 3.8. While the lowest ratings on these variables are the indicators of a return visit in the near future which has average ratings of 3.7, which means the effect of this indicator is still included in the high category.

b) The Results of SEM Analysis
The following diagram model test results that have been made as shown in the following picture:
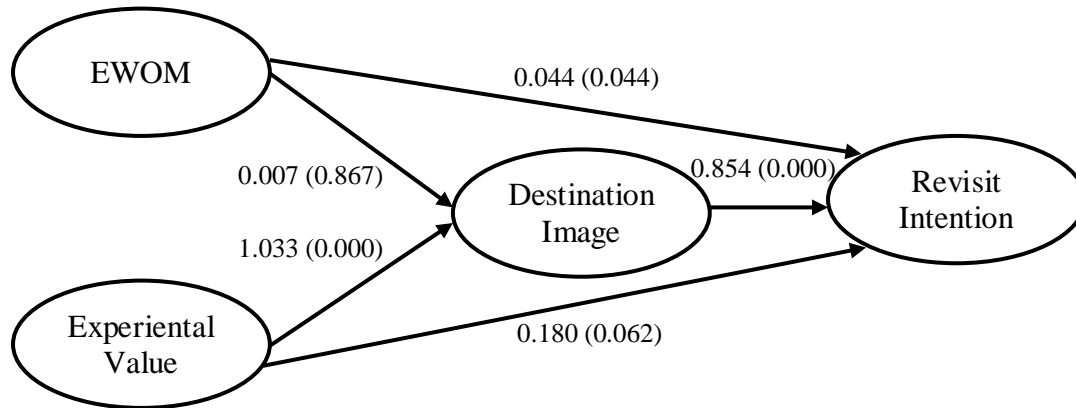

Figure 2: SEM Model Design

Based on the test in Figure 2., the result calculations estimate the value of variables are as follows:

Table 1: Variable Estimate Calculation

No.	Influence Between Variables			Estimate	P	Information
1.	Destination image	<---	Ewom	0.007	0.867	Not significant
2.	Destination image	<---	experiential value	1,033	***	Significant
3.	Revisit intention	<---	Destination image	0.854	***	Significant
4.	Revisit intention	<---	Ewom	0,044	0,044	Significant
5.	Revisit intention	<---	experiential value	.180	0,062	Not significant

H1: eWOM positive effect on Revisit Intention Travelers Post Earthquake in Lombok. Based on Table 1, it can be seen that the P values obtained at 0,044 with a value of negative path coefficient 0,044. P values in Table 1, illustrate the magnitude of the value of significance was determined that α where α is said to be significant if <0.05 (α <0.05) this is due to the significant value of alpha used in this study was 0.05. So based on these results it can be said that eWOM significant effect on Revisit Intention, thus hypothesis H1 is accepted.

H2: eWOM positive effect on the image of the Tourism Destination Post Earthquake in Lombok. In Table 1, it can be seen that the value of P generated at 0.867. The resulting P values indicate that the influence of the destination image eWOM is not significant. (A> 0.05). Based on the resulting value of the path coefficient of 0.007 eWOM positive effects. So hypothesis H2 stating that eWOM positive effect on the tourism image of post-earthquake Destination Lombok rejected.

H3: Experiential Value positively affects the image of the Tourism Destination Post Earthquake in Lombok. In Table 1, it can be seen that the path coefficient value generated for the value of the Destination experiential relationship undefined image indicating that this value is very small so with a very small P-value (α <0.05), shows that there is significant influence between experiential

value to the destination image with positive path coefficient 1,033. Thus it can be said that the higher the value of the experience rating will increase the value of the image of the tourism object destination on the island of Lombok after the earthquake. Based on these results it can be concluded there is a significant positive effect between the experiential value of the destination image that hypothesis H3 is received.

H4: Value Experiential positive effect on Revisit Intention Travelers Post Earthquake in Lombok. In Table 1, it can be seen that the value Experiential path coefficient value is a positive intention to revisit 0.180 with α values of 0.06 (α> 0.05). Based on the value of the path coefficient is known that the experiential value positive effect on the value revisit intention. So the higher the value of experiential value will increase the value revisit intention but not significant. Thus the hypothesis H4 is rejected.

H5: Destination image positively affects intention to Revisit Travelers Post Earthquake in Lombok. In Table 1, it can be seen that the magnitude of the coefficient lines on revisit intention destination image is at 0.854 with value 0,000 α (α <0.05). The resulting path coefficient value indicates a positive and significant influence between destination image to revisit intention. So the higher destination image value then the value of visiting traveler desires will also increase. Thus the hypothesis H5 acceptable.

V. Discussion

a) Revisit Intention relationship Travelers eWOM against Post-Earthquake in Lombok.

This study examines the relationship between EWOM to Revisit Intention. This model measurements show that eWOM no significant effect on Revisit Intention. These findings contrast with previous research that has been done by (Abubakar, Ilkan, and Al-tal, 2017) which states that there is significant influence between the variables EWOM against the desire of tourists to visit again. The same study also revealed by (Prayogo & Kusumawardhani, 2016) which states that EWOM significant effect on Revisit Intention. This result is very possible difference occurs because the study was conducted to review the impact of the earthquake Lombok to the desire of tourists to visit again. These results indicate that the relevant public negative opinion Lombok Post-earthquake conditions do not affect the desire of tourists to come back on the island of Lombok. It is also supported by the nature of mutual assistance in Indonesia, where concern among every citizen bigger so that opinions develop through various media does not affect the people's desire to come back on the island of Lombok.

Re-emphasized the intention of tourists to visit again in the context of tourism within a certain period so

that it can be made the intention to visit (Ferns & Walls, 2012). Revisit intention also refers to what is perceived probability rating for a certain time so that it can establish that affect the subjective perception and behavior of the final decision (Whang, Yong, & Ko, 2016). Several studies of e-WOM and Revisit intention prove intent it has a direct impact on the information obtained by someone traveling (Reza Jalilvand et al., 2012). It was the intention of travelers to visit this hotel is also influenced by information from the e-WOM (Ladhari & Michaud, 2015). Then, Furthermore, the intention to re-rating through Muslim tourism is also influenced by e-WOM (Jalilvand et al., 2013). With the results of the study, when the tourists are satisfied with the service based on their experience, they are expected to recommend it to the rest of the network information they would give birth to the intention of a return visit to another tourist (Liu & Lee, 2016). Then, e-WOM can also affect the increase in the number of tourists to determine the intention of visiting tourists to a place because they use the Internet to find information of interest (Litvin et al., 2008). Abubakar, et. all (2017) in his research that examines the influence of Electronic Word of Mouth on the intention been reverted. The results of these studies indicate that the Electronic Word of Mouth significant effect on purchase intention.

b) EWOM relationship to the image Tourism Destination Post Earthquake in Lombok.

The results showed that the positive effect but eWOM no significant effect on the post-earthquake Destination Lombok tourism Image unacceptable. The results support the research conducted by Setiawan (2013) which states that there is a significant positive effect between e-WOM with the image of the destination. Communication Electronic Word of Mouth formed in social media allows users to share information about travel destinations, so communication Electronic Word of Mouth conducted by the tourist on Social Media will be very influential in enhancing the image of a tourist destination itself (Swarduki et al, 2016).

Although WOM has been declared as the most important resource in destination image formation (Baloglu & McCleary, 1999), there are many studies that specifically analyze the effect of eWOM the destination image. According to Castaneda et al., (2007), the higher the tourist satisfaction with the internet, the higher the satisfaction with the destination they visit. This is because the Internet provides more information is needed by tourists, allowing them to plan their travel accordingly to meet their needs and expectations (Setiawan, PY, 2014).

The increasing number of positive information about a travel destination in Social Media will further increase the popularity of the image of the tourist destinations in the community (Paludi, 2017). The results also support the research conducted by Mulyati et al

(2018) which said that Electronic Word of Mouth directly has a positive influence on the image of the destination.

c) *Value Experiential relationship to the image Tourism Destination Post Earthquake in Lombok.*

The results showed that there was a significant positive effect between the experiential value of the destination image. Always Gunn (1988) states that the purpose destination image is a picture of the experience is the result of the visit (Fakeye & Crompton, 1991). Fakeye and Crompton (1991) extends the theory of Gunn (1988) and the report is a complex image modification results from a place of experience in a wide range of tourists visiting a destination.

Likewise, tourists or tourists decide to travel or not, the decision is usually based on previous experience (Birgit, 2001). Additionally, Fakeye and Crompton (1991) concluded that the picture will be marked with the experience objectives. Wang et al. (2011) suggested that experiential value (the value of the experience) contributed most to the formation of the destination image. value tourist experience is able to explain changes in the image of their destination.

Recent studies consider the image as a concept formed by three different interrelated components: cognitive, affective and conative (Baloglu, & McCleary, 1999; Gartner, 1993). Cognition is the sum of what is known about a destination, which may be organic or induced as described previously (Gunn, 1988). Affect represent the feelings of the individual to an object, which will occur favorable, unfavorable, or neutral. Gartner (1993) suggested that the effect usually become operational during the evaluation phase of the electoral process purposes. Cognitive can be considered as a possibility to visit the destination within a certain timeframe. Sun et al study (2013) explains that the image of the destination directly affects the perception of visitors about the value of experience and interests to return.

d) *Value Experiential relationship Travelers Intention to Revisit Post Earthquake in Lombok.*

The results showed that experiential value positive effect on the value revisit intention. So the higher the value of experiential value will increase significantly the value revisit intention. This view of experiential value be based on the existing relationship includes direct use or appreciation of consumers for goods or services used (Datta & Vasantha, 2013; Mathwick et al., 2001; and Rosanti et al., 2014 in Astiti, 2016) Experience actual obtained consumers only been temporary and can only be felt at the moment of consumption, while consumer-owned experiential value will stick in their memory (Larasati & Suprapto, 2013).

Mathwick et al. (2001) to enrich the experience of consumption value. Based on rational thinking, it means the experiential value to help marketers to instill positive values of a product to the consumer's mind through the creation of experiences that involve consumers' emotional side. The actual experience is temporary and can only be felt at the moment of consumption, but the experiential value obtained by consumers will stick in their minds (Larasati & Suprapto, 2013).

Sun et al (2013) explains that the image of the destination directly affects the perception of visitors about the value of experience and interests to return. Wong and May (2010) obtained results of the analysis of the experiential value has the least impact on the purchase. Starting from the recognition of the need to conduct after purchase. Visitors will be interested in first after that will be followed by a decision of visiting tourists to a desirable tourist destination. (Kotler and Keller, 2009). Nigam (2012) in his research found that experiential value positive effect on repurchase intention. In addition, the results of research conducted by Kusuma (2013) a positive relationship between the experiential value by repurchase intention.

e) *Destination relations image to Revisit Intention Travelers Post Earthquake in Lombok.*

The results showed that the positive influence of high and significant correlation between destination image to revisit intention. So the higher destination image value then the value of visiting traveler desires will also increase. Results from these studies show that the image of a tourist destination a significant effect on the intention to come back. In the tourism industry, the Destination image plays an important role in creating the intention to come back. The detailed study supports the results of a study of Hailin, et al., which explains that the image overall positive effect on the intention to come back; and a study of Elaine Yin Teng Chew, Siti Aqilah Jahari (2013) on the role of mediation Destination image: image and cognitive-affective image and goodwill visit back tourists to Japan after the Fukushima disaster. In contrast to studies conducted by Wibowo, et al. (2016) which states that the Destination variable image does not significantly influence the Revisit intention.

VI. Conclusion

The conclusions of the research that has been done are:

1) eWOM positive effect but not significant to Revisit Intention Travelers Post Earthquake in Lombok.
2) eWOM but not a significant positive effect on the image of the Tourism Destination Post Earthquake in Lombok.
3) experiential Value positive effect on the image of Tourism Destination Post Earthquake in Lombok.
4) experiential Value positive effect on Revisit Intention Travelers Post Earthquake in Lombok.
5) Destination image positive effect on the intention to Revisit Travelers Post Earthquake in Lombok.

VII. Recommendation

1) To the community expected to continue to maintain ancestral traditions as a cultural value that should be preserved. Hopefully with the design promotion through travel packages, this can increase the tourism potential and revenue and profit for the community.

2) To the government to further support the potential of traditional tourism, especially tourism objects affected by the earthquake as an alternative place for tourists during a visit to the island of Lombok so, the existing tourism potential can be enhanced by the facilities that support, convenience, as well as easy to get information about travel.

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